

ORDER



Orders
Order / Rev: 704294
Alt Order #: 06261816
Product Desc: AMERICANS FOR PROS
Estimate: 1130
Flight Dates: 08/28/12 - 09/03/12
Original Date / Rev: 08/02/12 / 08/03/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Americans For Prosperity
Demographic: A50+
Product Codes: IS-Candidate/Presidential
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	24	\$23,400.00	\$19,890.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	24	\$23,400.00	\$19,890.00	0.00
Totals	24	\$23,400.00	\$19,890.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	27%	\$23,400.00
Market	100%	\$86,666.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	13%	\$11,266.67
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	18%	\$15,600.00
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	41%	\$35,533.33
WFTC	1%	\$866.67

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	08/28/12	08/30/12	Today Show Today Show	CM	7-9a	- T- T- - -	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	- T- T- - -	2		\$700.00		0.00						
E 2	KARE	08/28/12	08/31/12	M-F 11a-12p KARE 11 Today	CM	11A-12P	- TW- F- -	:30	3	\$175.00	P-2	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	- TW- F- -	3		\$175.00		0.00						
E 3	KARE	08/28/12	08/31/12	M-F 430-5p Jeopardy	CM	430-5P	- TW- F- -	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	- TW- F- -	3		\$800.00		0.00						
E 4	KARE	08/29/12	08/31/12	M-F 6-630p KARE 11 6 News	CM	6-630p	- - WTF- -	:30	3	\$1,300.00	P-2	0.00	NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	- - WTF- -	3		\$1,300.00		0.00						
E 5	KARE	08/28/12	08/31/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm	- T- - F- -	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	- T- - F- -	2		\$1,500.00		0.00						
E 6	KARE	08/31/12	08/31/12	M-F 10-1035p KARE News 10p	CM	10-1035P	- - - - F- -	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	- - - - F- -	1		\$2,200.00		0.00						
E 7	KARE	08/30/12	08/30/12	Thu Prime ROCK CENTER	CM	Thu Prime (9:00 PM-10:00 PM)	- - - T- - -	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	- - - T- - -	1		\$1,500.00		0.00						
E 8	KARE	09/01/12	09/01/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	- - - - - S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	- - - - - S-	1		\$750.00		0.00						
E 9	KARE	09/01/12	09/01/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	- - - - - S-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	- - - - - S-	1		\$800.00		0.00						
E 10	KARE	09/02/12	09/02/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	- - - - - S	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	- - - - - S	1		\$850.00		0.00						
E 11	KARE	09/02/12	09/02/12	Sun Prime DATELINE	CM	Sun Prime (7:00 PM-8:00 PM)	- - - - - S	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	- - - - - S	1		\$1,600.00		0.00						
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
		1	KARE	08/27/12-09/02/12	Sun Prime	Sun Prime	(7:00 PM-8:00 PM)- - - - - Su	:30	\$1,600.00	0.00	NM				
E 12	KARE	09/03/12	09/03/12	Today Show Today Show	CM	7-9a	M- - - - -	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	M- - - - -	1		\$700.00		0.00						
E 13	KARE	09/03/12	09/03/12	M-F 11a-12p KARE 11 Today	CM	11A-12P	M- - - - -	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	M- - - - -	1		\$175.00		0.00						
E 14	KARE	09/03/12	09/03/12	M-F 430-5p Jeopardy	CM	430-5P	M- - - - -	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	M- - - - -	1		\$800.00		0.00						
E			09/03/12		CM				1		P-2	0.00	NM	1	\$1,300.00

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15	KARE	09/03/12		M-F 6-630p KARE 11 6 News		6-630p	M-----	:30		\$1,300.00					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	M-----		1				\$1,300.00		0.00			
E 16	KARE	09/03/12	09/03/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm	M-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	M-----		1				\$1,500.00		0.00			
Totals														24	\$23,400.00